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Lowman
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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Richard Brinkerhoff) Group Art Unit 3623
Appl. No. : 09/517,043)
Filed : March 2, 2000)
For : METHODS AND SYSTEMS)
OF OBTAINING CONSUMER)
REVIEWS)
Examiner : Beth Van Doren)

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GROUP 3600

RESPONSE TO JULY 31, 2002 OFFICE ACTION

United States Patent and Trademark Office
P.O. Box 2327
Arlington, VA 22202

Dear Sir:

In response to the Office Action mailed on July 31, 2002, please amend the above-referenced application as indicated below.

IN THE CLAIMS:

Please amend Claims 1, 3-5, 8, 10-12, 20, 26, 28, 35, 37, and 38 as follows:

Sub A1 1. (Amended) A method of encouraging customers to provide reviews of purchased items, the method comprising:

receiving an order from a first customer for an item purchased from an electronic catalog;

estimating by what date the first customer will have at least initially evaluated the item based at least on the item type;

initiating an electronic transmission, based at least in part on the estimated date, to the first customer on or after the estimated date of a message requesting the first customer